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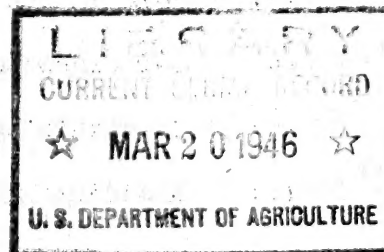
U. S. Department of Agriculture  
Extension Service

MONTHLY REPORT OF SIGNIFICANT ACTIVITIES  
of the  
DIVISION OF EXTENSION INFORMATION  
For January 1946

Principal operations of the Division which concern public information about various phases of the extension program, materials developed for extension field use, and some of the service and information activities for the States and counties.

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\*This section does not include activities which support specific programs.



## I. ANTI-INFLATION

### Completed

- (1) Weekly Letter to Extension Directors, Jan. 11, re:  
(a) Price control boards to continue.

### In preparation

- (1) OPA slidefilm on anti-inflation for extension distribution.
- (2) Conferred with OPA and offered suggestions on material being prepared for use of volunteer farmer members of OPA panels.

## II. COTTON

### Completed

- (1) Cooperated in preparing individual letters for signature of Director Wilson to 18 national organizations suggesting cooperation in cotton program.
- (2) Had two conferences with Office of Information on production of motion pictures, and several other conferences on other materials to implement cotton program.
- (3) Completed first set of basic materials for cotton kit for county agents, which has been distributed to the cotton States.
- (4) Cooperated with BAE in preparation of publication Looking Ahead With Cotton, MP-584.
- (5) Prepared seven-step cotton leaflet for farmers, Seven Steps to Help, AIS-41.
- (6) Weekly Letter to Extension Directors, Jan. 18, re:  
(a) Cotton price ceiling proposals.

### In preparation

- (1) Facts About Cotton--60-page background facts for county agents and leaders; essentially approved; art work nearly completed.
- (2) Cotton educational folder for the press, being prepared in cooperation with Office of Information.
- (3) 3-reel general USDA cotton movie--revised script being prepared.
- (4) 1-reel cotton-picking short (shots completed).
- (5) Two exhibits by the Exhibits Section on cotton and the South's economy.
- (6) A slidefilm, similar to the Facts About Cotton leaflet.

### III. 8-POINT DAIRY PROGRAM

#### Completed

- (1) Prepared letter of transmittal for Director Wilson's signature on the distribution and use of Dairy Industry Committee's rotogravure folder. Copies available in sufficient quantities for distribution down to county level.
- (2) Transmitted to Radio Service for use as spot announcements on Farm and Home Hour, two stories from West Virginia and Nevada.
- (3) Revised radio talk for A. B. Nystrom, broadcast January 12, Station WLW.
- (4) Weekly Letter to Extension Editors, Jan. 2, re:  
(a) 8-point dairy exhibit.
- (5) Weekly Letter to Extension Editors, Jan. 22, re:  
(a) 8-point dairy roundup.
- (6) Weekly Letter to Extension Editors, Jan. 29, re:  
(a) 8-point dairy program.
- (7) 8-point dairy information kit of materials for 1946 program, prepared in cooperation with Office of Information. Distribution to State extension workers completed.
- (8) 8-point dairy display, prepared in cooperation with Office of Information.

### IV. FARM LABOR

#### Completed

- (1) Weekly Letter to Extension Directors, Jan. 5, re:  
(a) Texas migratory labor conference.
- (2) Weekly Letter to Extension Directors, Jan. 18, re:  
(a) VFV program due for revision.
- (3) Weekly Letter to Extension Editors, Jan. 15, re:  
(a) Regional farm labor meetings.
- (4) Weekly Letter to Extension Editors, Jan. 22, re:  
(a) Farm labor regionals.
- (5) Division staff member participated in regional meetings in Salt Lake City, Utah, St. Louis, Mo.

## V. FARM SAFETY

### Completed

- (1) Prepared and cleared for Extension use, fact sheet on Spring Clean-Up Week.
- (2) Attended several planning sessions of Department and NFPA members, looking toward strong information support of Spring Clean-Up Week.

## VI. FAT SALVAGE

### Completed

- (1) Prepared three news stories for local adaptation and use on the need for continuing fat salvage.
- (2) Weekly Letter to Extension Editors, Jan. 22, re:  
(a) Fat salvage stories.

## VII. FIRE PREVENTION

## VIII. FOOD PRODUCTION

### Completed

- (1) Prepared letter for signature of Director Wilson transmitting final 1946 State crop and livestock goals.
- (2) Weekly Letter to Extension Editors, Jan. 29, re:  
(a) Noted (article by Dorothy Towle, N. H., Incubator Babies of the Plant World, December Popular Mechanics).

## IX. 4-H CLUB WORK

### Completed

- (1) Pictures and background materials on 4-H wildlife conservation projects supplies to Joseph Kaye for use in magazine article.
- (2) Prepared letter to be signed by the President in observance of National 4-H Club Week.
- (3) Had planning conference with 4-H Club staff, exploring possible press and radio coverage for 4-H Club breakfast.
- (4) See XVIII, Item (2)



IX. 4-H CLUB WORK  
(Cont.)

Completed

- (5) Weekly Letter to Extension Editors, Jan. 15, re:  
(a) Follow-up on magazine coverage of 4-H Congress.
- (6) Weekly Letter to Extension Editors, Jan. 22, re:  
(a) Congress committee reports.
- (7) Items and articles for January Extension Service Review:  
(a) 4-H Club works at conservation.  
(b) She builds for the future.  
(c) 4-H health for better living.  
(d) 4-H Club grow certified sweetpotatoes.  
(e) 4-H Club camps.  
(f) Recognition of 25 years as 4-H Club leader in Chenango County,  
N. Y. (Harry Case).

In preparation

- (1) Information program to support 4-H postwar program.
- (2) Series of kodachrome slides on 4-H leadership, Washington County, Md., in cooperation with Milo Downey, Maryland 4-H Club leader.
- (3) Photo page on club work in Western States, for photo catalog.

X. GOOD NEIGHBOR RELATIONS

Completed

- (1) Prepared press release on Venezuelan trainees completing assignment in United States.
- (2) Weekly Letter to Extension Directors, Jan. 11, re:  
(a) Two extension students from Argentina.
- (3) Weekly Letter to Extension directors, Jan. 25, re:  
(a) Three FAR extension institute reports.  
(b) A note of thanks from India.
- (4) Round-up story on foreign student training program for Review.

XI. HOME DEMONSTRATION WORK

Completed

- (1) Assisted Florence Hall in preparation of article for Journal of Home Economics.

XI. HOME DEMONSTRATION WORK  
(Cont.)

Completed

- (2) Arranged for Esther Kimmel, of True Story Magazine, to interview home demonstration staff.
- (3) Interviewed Rosanne Anderson, writer, on home demonstration subjects.
- (4) Items and articles, January Extension Service Review.
  - (a) Home demonstration club holds its members.
  - (b) Fremont County (Colo.) home demonstration clubs.
  - (c) Rural handicraft short course, Penland, N. C.
  - (d) Carnival Christmas meeting is popular.
  - (e) Massachusetts studies home demonstration organization.
  - (f) National home demonstration agents' association.

In preparation

- (1) Home demonstration pictures for photographic catalog.
- (2) Information support for Home Demonstration Week.

XII. HOME FOOD PRESERVATION

Completed

- (1) Canning peaches in Connecticut, January Extension Service Review.

XIII. LOCAL LEADERS

XIV. NEGRO EXTENSION WORK

Completed

- (1) Weekly Letter to Extension Directors, Jan. 5, re:
  - (a) Tuskegee honors T. M. Campbell.
- (2) Weekly Letter to Extension Directors, Jan. 25, re:
  - (a) National Negro Health Week.

XV. NUTRITION AND HEALTH

Completed

- (1) Weekly Letter to Extension Directors, Jan. 5, re:
  - (a) Better Health for Rural America.

XV. NUTRITION AND HEALTH  
(Cont.)

Completed

- (2) Weekly Letter to Extension Editors, Jan. 29, re:  
(a) Noted (Rural Women Attack Health Program, by Mena Hogan,  
in January Southern Planter).
- (3) 4-H Health for Better Living, January Review.
- (4) Fight Against Infantile Paralysis, January Review.

XVI. OLDER YOUTH

Completed

- (1) Whither, Rural Youth? January Extension Service Review.
- (2) Young Farmers Accept Community Responsibility, January Review.

XVII. PLANNING

XVIII. PUBLICATIONS

Completed

- (1) Prepared five letters to State distribution officers regarding status of various publications.
- (2) Harry Mileham and Anna Jim Holman attended Connecticut publications workshop.
- (3) Prepared Information Case Report No. 17 on Cornell's 4-H Club bulletin 70, Indoor Gardening.
- (4) Weekly Letter to Extension Directors, Jan. 11, re:  
(a) Publications workshop circular.
- (5) Weekly Letter to Extension Editors, Jan. 2, re:  
(a) Louisiana Farmers' Almanac.
- (6) Weekly Letter to Extension Editors, Jan. 8, re:  
(a) State publication plans.  
(b) How to call a spade a spade.
- (7) Weekly Letter to Extension Editors, Jan. 15, re:  
(a) Connecticut workshop.
- (8) Weekly Letter to Extension Editors, Jan. 22, re:  
(a) Case report: Indoor Gardening.  
(b) Add: Wisconsin tries story technique.

XVIII. PUBLICATIONS  
(Cont.)

Completed

- (9) Weekly Letter to Extension Editors, Jan. 29, re:
  - (a) Extension publications discussed before Appropriations Committee.
- (10) Arranged for distribution of following publications to extension workers:
  - (a) Fire fighting on farms.
  - (b) Water and our forests.
  - (c) Business records for poultry keepers.
  - (d) Clearing land of brush and stumps.
  - (e) Peacetime adjustments in farming--interbureau committee.
  - (f) Livestock branch, PMA.
  - (g) Fiber and spinning properties of cotton with special reference to varietal and environmental effects.
  - (h) Annual report of tobacco statistics.
  - (i) Planning your farm water system.
  - (j) Home freezing of fruits and vegetables.
  - (k) Carrot production in the South and Southwest.
  - (l) Rapid photometric methods for determining rubber and resins in Guayule tissues and rubber in crude rubber products.
  - (m) Results of inbreeding grade holstein-Fresian cattle.
  - (n) Effect of crop rotation and manure on the yield and quality of sugar beets (Scotts Bluff, Nebr.).
  - (o) Revision of MP-544, Community canning centers.
  - (p) National forest areas.
  - (q) Battle for production.
  - (r) Our American land.
  - (s) Restricting our protein foods.
- (11) In response to 141 requests received from State and county extension workers, 175,523 copies of publications were supplied.
- (12) Editorial Unit edited 175 duplicating jobs consisting of 845 pages, and 4 special jobs totaling 77 pages.

XIX. RADIO (General)\*

Completed

- (1) Weekly Letter to Extension Directors, Jan. 11, re:
  - (a) FCC radio hearings commence Monday.
- (2) Weekly Letter to Extension Directors, Jan. 18, re:
  - (a) BAE survey of farmer radio opinion.
  - (b) Other FCC hearing material.

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\* This section does not include activities which support specific programs.



XIX. RADIO (General)\*  
(Cont.)

Completed

- (3) Weekly Letter to Extension Directors, Jan. 25, re:  
(a) FCC radio license hearings.
- (4) Weekly Letter to Extension Editors, Jan. 2, re:  
(a) USDA transcriptions.  
(b) Snapshots (New Mexico extension radio school).
- (5) Weekly Letter to Extension Editors, Jan. 8, re:  
(a) USDA transcriptions.
- (6) Weekly Letter to Extension Editors, Jan. 15, re:  
(a) FCC hearings.  
(b) Department on new network program.  
(c) FM construction grant to Cornell radio station.
- (7) Weekly Letter to Extension Editors, Jan. 22, re:  
(a) USDA transcriptions.  
(b) PSST! (radio handbook).  
(c) FCC hearings.  
(d) Area hearings scheduled.  
(e) BAE survey.
- (8) Weekly Letter to Extension Editors, Jan. 29, re:  
(a) Add: Area FCC hearings.
- (9) Items, January Extension Service Review:  
(a) First FM educational network.  
(b) Broadcasting the result.

In preparation

- (1) Revision of radio handbook for extension workers (in press).

XX. REHABILITATION OF WAR-TORN COUNTRIES

Completed

- (1) January Extension Service Review articles:  
(a) It's tough to farm in city clothes.  
(b) Extension work in Italy.

In preparation

- (1) Proceedings of the conference on agricultural rehabilitation of war-torn countries. (In press)

## XXI. VETERANS

### Completed

- (1) Weekly Letter to Extension Directors, Jan. 5, re:  
(a) A practical observation on GI's ( J. L. Boatman)
- (2) Extension refresher course for veterans, January Review.

## XXII. VICTORY GARDENS

### Completed

- (1) Weekly Letter to Extension Directors, Jan. 25, re:  
(a) MacArthur victory garden medals.
- (2) Weekly Letter to Extension Editors, Jan. 22, re:  
(a) Fluorescent light.

## XXIII. VISUAL AIDS (General)\*

### Completed

- (1) Selected group of photographs depicting various phases of extension work sent to Look magazine, American Book Co., and Automobile Manufacturers Association.
- (2) Weekly Letter to Extension Editors, Jan. 2, re:  
(a) Colorado information exhibit.
- (3) Weekly Letter to Extension Editors, Jan. 8, re:  
(a) Aid for your visual aids--motion pictures, specifically.
- (4) Made photographic trip to Leesburg, Va.
- (5) George Pace, visual aids specialist, visited New York, Rochester, and Binghamton to discuss with manufacturers, dealers, and distributors equipment and materials to be available in the near future.

## XXIV. WORLD SECURITY ORGANIZATION

### Completed

- (1) Photographs of Sir John Orr, Secretary Anderson, and Director M. L. Wilson sent to following magazines: The County Agent and Extension Review, Agricultural Leaders' Digest, and Better Farming Methods.

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\*This section does not include activities which support specific programs.

XXIV. WORLD SECURITY ORGANIZATION  
(Cont.)

Completed

- (2) Weekly Letter to Extension Directors, Jan. 11, re:
  - (a) Education, UNO, and World peace.
  - (b) Sir John Orr's address.
  - (c) Secretary introduces Sir John.
- (3) Weekly Letter to Extension Directors, Jan. 18, re:
  - (a) ITO and American loan leaflets.
- (4) Weekly Letter to Extension Editors, Jan. 8, re:
  - (a) FAO accents information.
- (5) Weekly Letter to Extension Editors, Jan. 15, re:
  - (a) FAO head pictured at institute.
- (6) Weekly Letter to Extension Editors, Jan. 22, re:
  - (a) U. S. information program.

XXV. MISCELLANEOUS

Completed

- (1) Prepared statement of significant activities carried on by Extension during January for Office of Budget and Finance.
- (2) Division staff members attended quarterly staff conference and winter extension institute.
- (3) Weekly Letter to Extension Directors, Jan. 5, re:
  - (a) Annual conference and extension institute.
  - (b) January State extension conferences.
  - (c) Penn State chooses Lyman Jackson.
  - (d) Glenn Riddell back from Europe.
  - (e) New York State extension developments.
  - (f) Significant farm tariff study.
- (4) Weekly Letter to Extension directors, Jan. 11, re:
  - (a) Midwest housing extension session, January 24-26.
  - (b) Jack Taylor drops administrative duties.
  - (c) R. B. Tootell New Montana director.
  - (d) Director Warner back in Hawaii.
  - (e) Noble Clark stresses public policy education.
  - (f) Secretary for policy and program committee.
  - (g) England and Wales expanding extension work.
  - (h) High lights of extension institute.
  - (i) Education in the atomic age.
  - (j) Education as seen by Dr. Kelley (Office of Education).
  - (k) Rural schools and vocational education.
  - (l) Educational experiences from World War II.

XXV. MISCELLANEOUS  
(Cont.)

Completed

- (m) Area of extension education being studied.
  - (n) County Agent.....He Looks Ahead.
  - (o) President Truman endorses Brotherhood Week.
  - (p) Report on extension abroad.
- (5) Weekly Letter to Extension Directors, Jan. 18, re:
- (a) Congressional hearings.
  - (b) Elin Anderson on staff temporarily.
  - (c) Henry J. Kaiser thanks Extension.
  - (d) BAE appointments under reorganization.
  - (e) U. S. Savings bond program will continue.
  - (f) Reporting progress in the counties.
  - (g) Book of States extension article.
- (6) Weekly Letter to Extension Directors, Jan. 25, re:
- (a) USDA administration of strikebound meat plants.
  - (b) C. W. Kitchen announces resignation.
  - (c) County USDA Council's penalty mail.
  - (d) Average annual salaries of county agents.
  - (e) Agricultural budget estimates for 1947.
  - (f) North Carolina supervisors' workshop.
  - (g) A retirement system for farmers.
  - (h) 30 county agents attend Fargo USDA club meeting.
- (7) Weekly Letter to Extension Editors, Jan. 2, re:
- (a) 1946 on the carpet.
  - (b) One lag to stand on.
  - (c) Work of county agents told in ads.
  - (d) What farm editors want from county agents.
  - (e) Glenn C. Rutledge, Arkansas extension editor.
  - (f) One-column mats on speakers.
  - (g) Forward-looking Delaware.
  - (h) Do you need a good information worker?
  - (i) Agricultural college magazines.
  - (j) A visit from John Strom.
  - (k) Noted (article by C. A. Price, Texas, in December Acco Press).
- (8) Weekly Letter to Extension Editors, Jan. 8, re:
- (a) Reminders and resolutions.
  - (b) New job--same old boss.
  - (c) State releases.
  - (d) Noted (articles by C. R. Elder, Iowa, and E. R. McIntyre, USDA Office of Information, in January Successful Farming).
  - (e) Yours for the asking.
  - (f) USDA documents.
  - (g) Daily reminder.
  - (h) Research achievement sheets.
  - (i) Reprint of article on county agent.
  - (j) Snapshots (George Pace, Ken Gapen).



XXV. MISCELLANEOUS  
(Cont.)

Completed

- (9) Weekly Letter to Extension Editors, Jan. 15, re:
  - (a) A sign of spring.
  - (b) Review interviews.
  - (c) Hoosier who's who.
  - (d) New organ wants extension stories.
  - (e) Young, experienced veteran seeks job opportunity.
  - (f) Snapshots (Jack Spaven, Cal Anderson, Herb Neil).
- (10) Weekly Letter to Extension Editors, Jan. 22, re:
  - (a) Rx for realining sights.
  - (b) PMA information set up.
  - (c) Roving reporter.
  - (d) Recruiting register.
  - (e) Continued support of bond program requested.
  - (f) SOS (request for State extension annual reports)
  - (g) Snapshots (editors' meeting, region 4, Cal Anderson, Charles W. Daniel, Sam Reck).
- (11) Weekly Letter to Extension Editors, Jan. 29, re:
  - (a) Heard from (Frank Jeter, John Ryan).
  - (b) South Dakota director promises more teaching tools.
  - (c) Paging Tom Gildersleeve.
  - (d) Weekly letter index.
  - (e) Your cooperation solicited.
  - (f) Another Canadian film available.
  - (g) Snapshots (Luis Munoz-Lee, Ralph Donham, W. A. Sumner, Louis Franke, George Pace, Harry Mileham).
- (12) Norman P. Tucker represented Extension at Massachusetts State Fair Association meeting.
- (13) Items and articles, January Extension Service Review:
  - (a) C. L. Chambers dies.
  - (b) County agent of Barry County, Mo., retires.
  - (c) Major Earl Haas, (Mich) conferred with General on Luzon.
  - (d) Robert W. Moore, Tenn., assistant director.
  - (e) J. H. McLeod, vice director of Tennessee.
  - (f) Extension contacts through meetings.
  - (g) Family finances studied.
  - (h) Developing individual farm and home planning.
  - (i) National association of county agricultural agents.
  - (j) Estes P. Taylor dies.
  - (k) Year of victory--1945.
- (14) A New Chapter Begins, by Director Wilson (January Review).
- (15) Arranged for article by W. N. McClung for January Review--  
Can the Community Act To Meet Vital Problems.

XXV. MISCELLANEOUS  
(Cont'd)

Completed

- (16) Arranged for article by J. M. Eleazer for January Review--  
South Carolina Develops Egg Markets.

In preparation

- (1) Annual report of Cooperative Extension Work, 1945.